

Art Unit: 2652

CLMPTO

10/618,154

07/11/2003

SWH

Please cancel claims 1-84

Please add the following New claims

85. (New) A method for presenting a user with a graphic advertisement in an interactive television program guide implemented on user television equipment, wherein television commercials and other television programming are transmitted to the user television equipment over a communications path from a distribution facility and are displayed for the user on the user television equipment, comprising:

providing the user with an opportunity to access interactive television program guide information from the interactive television program guide by displaying an icon that indicates the availability of the interactive television program guide information during the display of a television commercial associated with a given advertiser; and

displaying the interactive television program guide information and a graphic advertisement associated with the given advertiser in the interactive television program guide for the user when the user accesses the interactive television program guide information in response to the icon.

BEST AVAILABLE COPY

Art Unit: 2652

36. (New) The method defined in claim 35 wherein the television commercial and the graphic advertisement are both branded with the same brand, the method further comprising displaying the graphic

advertisement branded with that brand on the user television equipment.

37. (New) The method defined in claim 35 further comprising retrieving the graphic advertisement from local memory.

38. (New) The method defined in claim 35 further comprising retrieving the graphic advertisement from a remote server.

39. (New) The method defined in claim 35 further comprising retrieving the graphic advertisement from local memory according to a schedule.

40. (New) The method defined in claim 35 further comprising retrieving the graphic advertisement from a remote server according to a schedule.

41. (New) The method defined in claim 35 further comprising retrieving the graphic advertisement from local memory in response to a real-time flag in the commercial.

Art Unit: 2652

92. (New) The method defined in claim 85 further comprising retrieving the graphic advertisement from a remote server in response to a real-time flag in the commercial.

93. (New) The method defined in claim 85 further comprising retrieving the graphic advertisement from local memory in response to a real-time vertical-blanking-interval flag in the commercial.

94. (New) The method defined in claim 85 further comprising retrieving the graphic advertisement from a remote server in response to a real-time vertical-blanking-interval flag in the commercial.

95. (New) The method of claim 85 further comprising enabling the user to purchase a product or service using the interactive television program guide.

96. (New) The method of claim 85 further comprising enabling the user to purchase a product or service using the interactive television program guide by displaying a point-of-sale window having information on the product or service in response to a user input when the icon is displayed.

Art Unit: 2652

97. (Now) The method of claim 95 further comprising enabling the user to purchase a product or service using the interactive television program guide by displaying a point-of-sale window having information on the product or service in response to a user input when the icon is displayed, wherein the point-of-sale window also provides access to other products or services.

98. (Now) A system for presenting a user with a graphic advertisement in an interactive television program guide implemented on user television equipment, wherein television commercials and other television programming are transmitted to the user television equipment over a communications path from a distribution facility and are displayed for the user on the user television equipment, comprising:

means for providing the user with an opportunity to access interactive television program guide information from the interactive television program guide by displaying an icon that indicates the availability of the interactive television program guide information during the display of a television commercial associated with a given advertiser; and

Art Unit: 2652

means for displaying the interactive television program guide information and a graphic advertisement associated with the given advertiser in the interactive television program guide for the user when the user accesses the interactive television program guide information in response to the icon.

99. (New) The system defined in claim 98 wherein the television commercial and the graphic advertisement are both branded with the same brand, the system further comprising means for displaying the

graphic advertisement branded with that brand on the user television equipment.

100. (New) The system defined in claim 99 further comprising means for retrieving the graphic advertisement from local memory.

101. (New) The system defined in claim 99 further comprising means for retrieving the graphic advertisement from a remote server.

102. (New) The system defined in claim 98 further comprising means for retrieving the graphic advertisement from local memory according to a schedule.

103. (New) The system defined in claim 98 further comprising means for retrieving the graphic advertisement from a remote server according to a schedule.

104. (New) The system defined in claim 98 further comprising means for retrieving the graphic advertisement from local memory in response to a real-time flag in the commercial.

105. (New) The system defined in claim 98 further comprising means for retrieving the graphic advertisement from a remote server in response to a real-time flag in the commercial.

106. (New) The system defined in claim 98 further comprising means for retrieving the graphic advertisement from local memory in response to a real-time vertical-blanking-interval flag in the commercial.

107. (New) The system defined in claim 98 further comprising means for retrieving the graphic advertisement from a remote server in response to a real-time vertical-blanking-interval flag in the commercial.

108. (New) The system of claim 98 further comprising means for enabling the user to purchase a product or service using the interactive television program guide.

109. (New) The system of claim 98 further comprising means for enabling the user to purchase a product or service using the interactive television program guide by displaying a point-of-sale window having information on the product or service in response to a user input when the icon is displayed.

Art Unit: 2652

110. (New) The system of claim 98 further comprising means for enabling the user to purchase a product or service using the interactive television program guide by displaying a point-of-sale window having information on the product or service in response to a user input when the icon is displayed, wherein the point-

of-sale window also provides access to other products or services.

111. (New) A system for presenting a user with a graphic advertisement in an interactive television program guide comprising:

- a display device;

- an input device; and

- control circuitry configured to:

 - receive television commercials and other television programming from a distribution facility;

 - direct the display device to display an icon that indicates the availability of interactive television program guide information during the display of a television commercial associated with a given advertiser;

 - receive a command from the input device that indicates that the user has accessed the interactive television program guide information in

Art Unit: 2652

response to the icon; and

direct the display device to display the interactive television program guide information and a graphic advertisement associated with the given advertiser in response to the command being received.

112. (New) The system of claim 111 wherein:

the television commercial and the graphic advertisement are both branded with the same brand; and

the control circuitry is further configured to direct the display device to display the graphic advertisement branded with that brand.

113. (New) The system of claim 111 wherein:

the system further comprises local memory;

and

the control circuitry is further configured to retrieve the graphic advertisement from the local memory.

114. (New) The system of claim 113 wherein:

the control circuitry is further configured to retrieve the graphic advertisement from the local memory according to a schedule.

Art Unit: 2652

115. (New) The system of claim 113 wherein:

the control circuitry is further configured to retrieve the graphic advertisement from the local memory in response to a real-time flag in the commercial.

116. (New) The system of claim 113 wherein:

the control circuitry is further configured to retrieve the graphic advertisement from local memory in response to a real-time vertical-blanking-interval flag in the commercial.

117. (New) The system of claim 111 wherein:

the system further comprises a remote server; and
the control circuitry is further configured to retrieve the graphic advertisement from the remote server.

118. (New) The system of claim 115 wherein:

the control circuitry is further configured to retrieve the graphic advertisement from the remote server according to a schedule.

119. (New) The system of claim 116 wherein:

the control circuitry is further configured to retrieve the graphic advertisement from the remote server in response to a real-time flag in the commercial.

Art Unit: 2652

120. (New) The system of claim 116 wherein:
the control circuitry is further
configured to retrieve the graphic advertisement from the
remote server in response to a real-time vertical-
blanking-interval flag in the commercial.

121. (New) The system of claim 111 wherein:
the control circuitry is further
configured to enable the user to purchase a product or
service.

122. (New) The system of claim 111 wherein:
the control circuitry is further
configured to enable the user to purchase a product or
service by directing the display device to display a
point-of-sale window having information on the product or
service in response to the command being received.

123. (New) The system of claim 111 wherein:
the control circuitry is further
configured to enable the user to purchase a product or
service by directing the display device to display a
point-of-sale window having information on the product or
service in response to the command being received,
wherein the point-of-sale window also provides access to
other products or services.

Art Unit: 2652

124. (New) A computer readable medium encoded with machine-readable instructions for use in presenting a user with a graphic advertisement in an interactive television program guide implemented on user television equipment, wherein television commercials and other television programming are transmitted to the user television equipment over a communications path from a distribution facility and are displayed for the user on the user television equipment, the machine-readable

Art Unit: 2652

instructions comprising:

providing the user with an opportunity to access interactive television program guide information from the interactive television program guide by displaying an icon that indicates the availability of the interactive television program guide information during the display of a television commercial associated with a given advertiser; and

displaying the interactive television program guide information and a graphic advertisement associated with the given advertiser in the interactive television program guide for the user when the user accesses the interactive television program guide information in response to the icon.

125. (New) The computer readable medium defined in claim 124 wherein the television commercial and the graphic advertisement are both branded with the same brand, the machine-readable instructions further comprising displaying the graphic advertisement branded with that brand on the user television equipment.

126. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising retrieving the graphic advertisement from local memory.

127. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising retrieving the graphic advertisement from a remote server.

128. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising retrieving the graphic advertisement from local memory according to a schedule.

129. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising retrieving the graphic advertisement from a remote server according to a schedule.

130. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising retrieving the graphic advertisement from local memory in response to a real-time flag in the commercial.

131. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising retrieving the graphic advertisement from a remote server in response to a real-time flag in the commercial.

132. (New) The computer readable medium defined in claim 124, the machine-readable instructions further

Art Unit: 2652

comprising retrieving the graphic advertisement from local memory in response to a real-time vertical-blinking-interval flag in the commercial.

133. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising retrieving the graphic advertisement from a remote server in response to a real-time vertical-blinking-interval flag in the commercial.

134. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising enabling the user to purchase a product or service using the interactive television program guide.

135. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising enabling the user to purchase a product or service using the interactive television program guide by displaying a point-of-sale window having information on the product or service in response to a user input when

136. (New) The computer readable medium defined in claim 124, the machine-readable instructions further comprising enabling the user to purchase a product or service using the interactive television program guide by displaying a point-of-sale window having information on

Art Unit: 2652

the product or service in response to a user input when
the icon is displayed, wherein the point-of-sale window
also provides access to other products or services.

**This Page is Inserted by IFW Indexing and Scanning
Operations and is not part of the Official Record**

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☐ **BLACK BORDERS**
- ☐ **IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- ☒ **FADED TEXT OR DRAWING**
- ☐ **BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- ☐ **SKEWED/SLANTED IMAGES**
- ☐ **COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- ☐ **GRAY SCALE DOCUMENTS**
- ☐ **LINES OR MARKS ON ORIGINAL DOCUMENT**
- ☐ **REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- ☐ **OTHER:** _____

IMAGES ARE BEST AVAILABLE COPY.

As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.